

## Message Text

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PAGE 01 OSLO 05165 221634Z

50 R

ACTION EB-07

INFO OCT-01 EUR-12 ISO-00 ABF-01 SSO-00 RSC-01 /022 W

----- 076810

O R 221601Z NOV 74

FM AMEMBASSY OSLO

TO SECSTATE WASHDC IMMEDIATE 8993

INFO AMEMBASSY COPENHAGEN

AMEMBASSY HELSINKI

AMEMBASSY STOCKHOLM

LIMITED OFFICIAL USE OSLO 5165

E.O. 11652: N/A

TAGS: BCOM BEXP

SUBJ: TRADE CENTER CLOSING

REF: STATE 257415

1. WHILE OSLO IS NOT AN ACTION ADDRESSEE FOR REFTEL, THE CLOSING OF THE U.S. TRADE CENTER FOR SCANDINAVIA IN STOCKHOLM WOULD UNQUESTIONABLY ADVERSELY AFFECT THE EMBASSY'S TRADE PROMOTION EFFORTS IN NORWAY. THEREFORE, I FEEL CONSTRAINED TO ADD MY PERSONAL SUPPORT TO THE EFFORT TO OVERTURN THE OMB DECISION.

2. WHILE SEPARATE SALES FIGURES FOR EACH OF THE FOUR MARKETS SERVED BY THE STOCKHOLM TRADE CENTER ARE NOT AVAILABLE, IT CAN BE SAID WITH CERTAINTY THAT THE TRADE CENTER REPRESENTS ONE OF THE MOST EFFECTIVE MEANS WE HAVE OF INTRODUCING NEW EXPORTERS TO THE NORWEGIAN MARKET. IN FISCAL YEAR 1974, FOR EXAMPLE, WE CAN IDENTIFY 26 REPRESENTATIVES APPOINTED IN NORWAY BY NEW-TO-MARKET EXHIBITORS DURING TRADE CENTER SHOWS, AND NUMEROUS OTHERS APPOINTED SUBSEQUENTLY.

3. ASIDE FROM THE IMMEDIATE RESULTS ACHIEVED THROUGH ITS EXHIBITION PROGRAM, THE TRADE CENTER IN STOCKHOLM ADDS AN EXTRA DIMENSION TO OUR TRADE PROMOTION PROGRAM

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IN NORWAY BY GIVING OUR COMMERCIAL SECTION PERSONNEL A

"PRODUCT" TO SELL IN THE COURSE OF THEIR DAILY CONTACTS WITH THE NORWEGIAN BUSINESS COMMUNITY. THIS EMBASSY CONSIDERS THE TRADE CENTER AS ONE OF THE MOST IMPORTANT ELEMENTS OF THE TOTAL PACKAGE OF COMMERCIAL SERVICES IT OFFERS TO NORWEGIAN BUSINESSMEN.

4. WE ARE STRONGLY CONVINCED THAT CLOSING THE REGIONAL TRADE CENTER IN STOCKHOLM WOULD HAVE A VERY ADVERSE IMPACT ON OUR TRADE PROMOTION EFFORTS IN NORWAY.  
BYRNE

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
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**Draft Date:** 22 NOV 1974  
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**Disposition Approved on Date:**  
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**Disposition Case Number:** n/a  
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**Disposition Date:** 28 MAY 2004  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
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